



# UPDATE

Montana Film Office • Travel Montana

## Special Session Wraps Up

The special legislative session adjourned on August 11. It was a difficult week filled with tough budget cuts that affected various state agencies. The legislature erased the \$57 million budget deficit through fund transfers of \$37 million and budget cuts equaling \$20 million. In support of the Martz/Ohs Administration, the Montana Promotion Division provided \$1.9 million from a cash fund balance to replace general fund shortages for tourism-related programs at the Montana Historical Society, Montana Arts Council, Fish, Wildlife and Parks, and the Museum of the Rockies. These agencies would have experienced severe cuts or elimination of programs without this "one time funding" from the lodging facility use tax.

The Montana Promotion Division cash fund balance was accumulated over several years as a reserve fund to make it possible for the division to react to natural disasters or unanticipated changes in the tourism market. The loss of these funds affect the division's ability to upgrade the software system at the call center at MARS Stout in Missoula.

Two Senate bills of interest to the tourism industry also were introduced during the special session. Senate Bill 4, introduced by Senator Don Harrington (D), increased the accommodations tax to 8% and established

a rental vehicle surcharge of 8%. The other, Senate Bill 12, introduced by Senator John Bohlinger (R), increased the accommodations tax to 9% and the cigarette tax from 18 to 60 cents, as well as established a rental vehicle surcharge of 9%. Neither bill passed based on the idea that tax reform will be addressed during the regular session starting January 2003. For more details on the Marts/Ohs Administration Tax Reform Proposal log onto [www.travelmontana.state.mt.us](http://www.travelmontana.state.mt.us)

## Communities Chosen for CTAP Program

The communities of Eureka/Tobacco Valley, Sanders County, and St. Ignatius have been selected as participants in the 2002-2003 Community Tourism Assessment Program (CTAP). CTAP is an 8- to 9-month-long community "self help" program administered by the Montana Department of Commerce's Montana Promotion Division with assistance from Montana State University Extension and the University of Montana's Institute for Tourism and Recreation Research. The program helps community action groups:

- Analyze and understand the role tourism plays in their local economy
- Survey resident attitudes toward tourism
- Collect attraction and facility inventories

- Identify and analyze tourism projects that could benefit the community

The three communities will begin the CTAP process this fall and complete it early in summer 2003. Twenty-nine Montana communities have used the CTAP process since its creation in 1991.

## Culture Runs Through It

Two Cultural Tourism Corridor groups are planning workshops this October. The Golden Triangle Cultural Tourism Corridor Group workshop on October 8-10 in Fort Benton headlines Becky Anderson of HandMade in America and Beth Russell-Towe with the Trail of the Great Bear. The focus of the class is to move forward with the development of cultural/heritage tourism corridors in northcentral Montana as a way to diversify local and regional economies and help communities maintain or improve their quality of life. Registration for this workshop is \$50 per participant, \$35 for exhibitors. For more information or to register contact:

- Fort Benton Chamber of Commerce, Valerie Morger, 406-622-3964
- Fort Benton River and Plains Society, Sharalee Smith, [slsmith@mcn.net](mailto:slsmith@mcn.net)
- GAIN Office, Cut Bank, Joni Stewart, 406-873-2337

The Missoula Cultural Council (MCC) workshop in Missoula on October 24-25 will focus on product preparation and coordination to launch four cultural corridors in western Montana with Missoula as the "gateway city" in spring 2003. The cultural tourism corridors or loop tour routes would highlight the cultural and heritage attractions in the area. For workshop details contact MCC at 406-721-9620 or [mcc@missoulacultural.org](mailto:mcc@missoulacultural.org)

## Did You Know?

- Whitefish, Montana was recognized by *Money* magazine as one of the top ten "Best Places to Vacation."
- Butte was named as one of the Distinctive Destinations for 2002 by the National Trust for Historic Preservation.
- The August issue of *World and I* magazine featured an article on the 125th Anniversary of the Battle at Big Hole.
- The Montana Historical Society's Ellen Baumler has authored a new book titled *Spirit Tailings*—ghost stories from Virginia City, Butte, and Helena. The Montana Historical Society Press published the book.

## Here's a TIIP

Thirty-seven Montana tourism projects are competing for \$150,000 in "bed tax" funds available as grants through the Montana Commerce Department's Tourism Infrastructure Investment Program (TIIP) Grants. Communities and organizations across the state submitted the TIIP applications to the department's Montana Promotion Division. The 37 projects requested over \$6.3 million for Montana tourism facility improvements, attraction development or expansion, and historical preservation. The TIIP applications are currently being reviewed and scored. Funding recommendations will be presented at the Tourism Advisory Council meeting in Miles City on October 7-8, 2002.

Since the TIIP grants began in 1995, the department has invested over \$1.5 million in tourism "bed tax" funds in 31 projects in 28 Montana communities. The total value of these tourism projects is over \$22 million.

## A Guide in the Right Direction

The Lewis & Clark Bicentennial Commission have assembled a list of qualified guides ready to assist tour companies and visiting groups with Lewis and Clark-related

tours throughout the state. The tour guide program was a team effort of the Bicentennial Commission and the Lewis & Clark Bicentennial Training Academy at the Lewis & Clark Interpretive Center in Great Falls. The tour guide list is available at [www.montanalewisandclark.org/resources/tours/tourguides](http://www.montanalewisandclark.org/resources/tours/tourguides) or by contacting Commission Executive Director Clint Blackwood at 406-443-2109.

## On the Trail with Lewis and Clark *Conference News*

The fourth annual Lewis & Clark Bicentennial Commission conference is scheduled for October 3-4, 2002, at the GranTree Inn in Bozeman. The two-day conference will feature updates on bicentennial activities on the national, regional, and statewide levels. There will also be a special reception and program at the Missouri Headwaters State Park on Thursday, October 3. If you did not receive your packet or you need more information about the conference, sponsorship, or vendor display opportunities, contact Gail Brockbank with Premier Planning at 406-442-4141.

## New Tourism Advisory Council Members Named

Governor Judy Martz has recently appointed four new members to serve on the Tourism Advisory Council (TAC). These individuals are Scott Asche, manager of the Holiday Inn, Bozeman; Mike Scholz, representing the Montana Innkeepers Association and Buck's T-4 Lodge, Big Sky; Carolyn Valacich, representing the Great Falls Symphony; and George Willett, president of Showdown Mountain, Neihart. The Montana Promotion Division thanks departing TAC members Robert Dompier, Lynda Bourke-Moss, Kelly Flynn, and Rick McGamley for their hard work and commitment to Montana's tourism industry. The next TAC meeting will be held October 7-8 in Miles City.

*Alternative accessible formats of this document will be provided to disabled persons on request.*

## Calendar of Events

### September

- 14-20 "Family Fun in Glacier National Park" Media Tour—Glacier Country
- 19-22 "Ties and Flies" Media Tour—Bozeman CVB

### October

- 3-4 Lewis & Clark Bicentennial Commission Conference—Bozeman
- 7-8 Tourism Advisory Council Meeting—Miles City

*For all of the latest Montana tourism industry information log on to:*  
**[travelmontana.state.mt.us](http://travelmontana.state.mt.us)**

## Film Office Projects for Summer 2002

### Feature Films

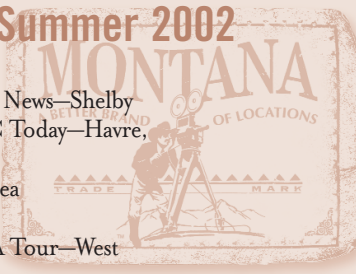
Heaven's Pond—Libby area  
Wolf Summer—Bozeman area

### Commercials

Marlboro—Livingston area  
Outdoor sports equipment—Bozeman/Yellowstone Park

### Television

Amtrak segment, CBS News—Shelby  
Amtrak segment, NBC Today—Havre,  
Hi-Line towns  
FBI Files—Bozeman area  
Free Ride—Big Sky  
Get Golf with the PGA Tour—West  
Glacier area



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